

A large, vibrant mural on a wall. The central feature is the word "WELCOME" in massive, blocky capital letters. Each letter is filled with a dense, multi-colored pattern of dots or fine lines, giving it a textured, almost mosaic-like appearance. The letters are outlined in bright yellow or green. Surrounding the main word are dozens of smaller, handwritten-style names and phrases in various colors like red, blue, purple, and white. Some of the visible text includes "CHERIE", "CLAS ALUMNI", "ROLL TIDE", "HOSIERS", "MATT MINT", "JIM PISHO", "GOD GRASS STRONG", "WITH FROCKED LINES", "SMD", "Bill Mobbed", "LAWYER", "LOUIS", "DICK", "ALEX", "VIN", "VN", "THOMAS", "MALE", "E.L.K.", "U.S.A.", "WILLIAM", "FL-06", "MOHA", "WANG", "NORRIS", "JACKSON", "PETER", "TAMARA", "N.C.", "HARRISON", "BANKS", "ANDREW", "SAM", "JIM STINE", "ALICE", "HEATHER", "DAVID", "CHRISTOPHER", "MICHAEL", "JOHN", "PATRICIA", "KATHY", "DEANNE", "FRANK", "BOBBY", "TIMOTHY", "KEVIN", "STEVE", "MARK", "DAVID", "JOHN", "PATRICIA", "KATHY", "DEANNE", "FRANK", "BOBBY", "TIMOTHY", "KEVIN", "STEVE", "MARK". The overall effect is one of a busy, celebratory community space.

Write something

[illegible]

TOOLS FOR AUGUST

- 1. Planning Kits**
- 2. Messaging Huddles**
- 3. Call to Action**
- 4. Town Halls**

HOUSE REPUBLICAN CONFERENCE

AUGUST PLANNING KIT



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Q2 MEETUPS

**3 major meetups with over 1,000 participants
from over 35 states**

**Hispanic Pastors
Vietnamese-Americans
Jewish Leaders**

MEMBER MESSAGING HUDDLES

Health Care

Wednesday, July 31st, 4:00 PM in HC-5

Border Security & Immigration with Frank Luntz

Thursday, August 1st, 1:00 PM in HC-5

Energy & Jobs

Thursday, August 1st, 3:00 PM in HC-5

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NEW PRODUCT: CALL TO ACTION

CALL TO ACTION

HOUSE REPUBLICAN CONFERENCE
Chair Cathy McMorris Rodgers

Today the President heads to Illinois to make his [19th pivot \(read them all here\)](#) to jobs and the economy since taking office. Starting at 1:00 PM (EDT) and throughout the President's speech take action by live tweeting with the hashtag #SpeechesDontHire, posting on Facebook and sending local press the real facts about what has happened to the middle class under President Obama's economy.

[Economic Facts](#) | [WTAS](#) | [Videos](#) | [Digital Flyers](#) | [Tweet Sheet](#)

Economic Facts

The latest jobs report continues to show the economy plodding along at a very sluggish pace.

- In June, the unemployment rate was at [7.6 percent](#).
- The number of unemployed workers is [11.8 million](#).
- The number of workers working part-time for economic reasons is [8.2 million](#).
- Since the President took office, the average duration of unemployment has almost doubled from [19.8 weeks to 35.6 weeks](#).
- President Obama's 'economic recovery' has produced [3.95 million fewer jobs](#) than the average economic recovery.

Middle Class

Obama's economic policies have not been kind to the middle class

- Most recent Labor Department statistics show median earnings [have fallen 4 percent](#) since the recession ended, after adjusting for inflation.
- [Gas Prices](#) are up 19 cents from a year ago.
- Per capita disposable income has increased by only [2.3%](#) since June 2009, well below the average for an economic recovery.

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How NOT To Run A Town Hall Meeting...

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TOP TOWN HALL TIPS

HOUSE REPUBLICAN CONFERENCE

Chair Cathy McMorris Rodgers

Top Town Hall Tips

Tip: Use a PowerPoint presentation. Start each town hall with an educational presentation; and have “3 Facts” about each possible topic ready by slide to switch to when that topic arises.

Benefit: Allows the Member to set a foundation for the town hall and use the language: “fact based conversation”.

Tip: Hand out a one-page fact sheet to all attendees including economic data, budget data, and “3 Facts” about potential topics.

Benefit: Many Town Hall attendees may be older and/or may not be able to see the PowerPoint; and individuals are more likely to believe something if they read it and hold it in their hand as opposed to hearing it or seeing it on a screen.

Tip: Before discussing a topic, by show of hands, take a survey of the attendees on the various possible positions; and then have one person from each possible answer summarize why they feel that way.

Benefit: Allows the Member to obtain a feel for the group while defusing the crowd and directs any hostility away from the Member by allowing the Member to comment on each position as opposed to a direct question and answer.

Tip: When asked a direct question on where the Member stands on a particular issue or why he/she voted a particular way, start each answer stating the Member’s “principles” on the subject, the fact that laws are nothing if they are not enforced, and any legislation passed should help economy (jobs is still the #1 issue).

Benefit: This allows the Member to provide a full, rounded response that brings the constituent along the Member’s thought process and is not confrontational.

Tip: Always have staff maintain control of the microphone and do not be afraid to walk around the room and approach the constituent asking the question.

Benefit: Keeps questions brief and it is much less likely that questioner will feel lectured to if the Member is moving throughout the room.

David Peluso

Army Robinson

Ryan Walker

the Breakfast Club

Five strangers with nothing in common,
except each other.



The Breakfast Club

**Conference Open House for House GOP Chiefs
Co-hosted by David Peluso, Army Robinson & Ryan Walker**

**Friday, July 26th
8:00 AM - 9:00AM**

202A Cannon, House Republican Conference

RSVP for this to eventrsvp@mail.house.gov

"7/26 Breakfast Club" in the subject line